

NOVEMBER/DECEMBER 2024

FEIM54C/CEIM54C/BEIM54C —
MARKETING MANAGEMENT

Time : Three hours

Maximum : 75 marks



SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. List the elements of marketing.
2. What do you mean by sales concept.
3. Highlight the elements of marketing strategy.
4. What is targeting in marketing?
5. What is Product Line?
6. Classify product.
7. Give a note on penetration pricing strategy.
8. What do you mean by skimming price?
9. State the different promotional tools.
10. Define personal selling.

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Write about the scope of marketing.

Or

(b) State the factors responsible for adoption of modern concept.

12. (a) Write about the factors influencing buying behaviour.

Or

(b) What is the need for market segmentation?

13. (a) List the new product development strategies.

Or

(b) What are the different product mix decisions?

14. (a) Write a note on:

(i) Break-even pricing

(ii) Marginal cost pricing

(iii) Dual pricing

Or

(b) Discuss the advantages of water transport.

15. (a) What are the advantages of advertising?

Or

(b) Discuss the relationship between sales and public relations.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Discuss the various environmental factors affecting the marketing function.

17. Narrate the different types of buying motives in detail.

18. Discuss the various methods of sales forecasting.

19. Explain the factors influencing price determination.

20. Describe the advantages and disadvantages of personal selling.

